BLACKBIRD™

AGM 18th June 2024

Product-Led Growth Benefits

Lower Customer Acquisition Costs (CAC)

Scalability

Higher Customer Retention

Accelerated Growth

Playbook

1. Product Vision
2. Focus on Quality Engineering
3. Drive Adoption (Free User Acquisition/Activation/Retention)
4. Data driven product experimentation
5. Adopt then buy model
6. Exponential Growth (Virality, Performance Marketing)

Canva

Figma

frame.io

What our focus groups told us...

Creator

I am over juggling 10 hard drives, I wish my files were in one place

Creative Director (Agency)

I want instant access to my client's files without delay

Social Media Manager

I want to be able to publish directly to our social channels at the push of a button

Creator

I want to be able to edit on my chromebook

Social Media Manager

I want to make an edit myself, but don't understand these complex editors

Creator

I want to be able to sell my LUTs to followers

Marketing Manager

I want to give instant feedback on our agency's work without waiting for days

Creator

I want to have AI instantly transcribe my whole video

elevate.io
Core Vision

Marketplace

Create

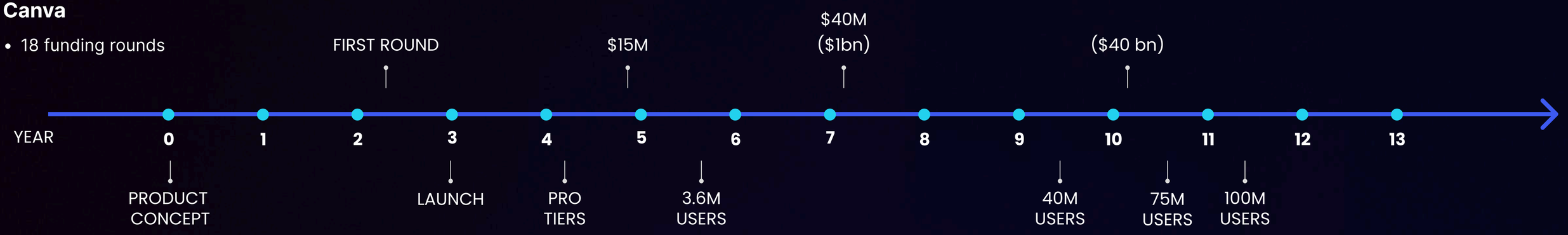
Manage

Distribute

Timelines to Exponential Growth

Canva

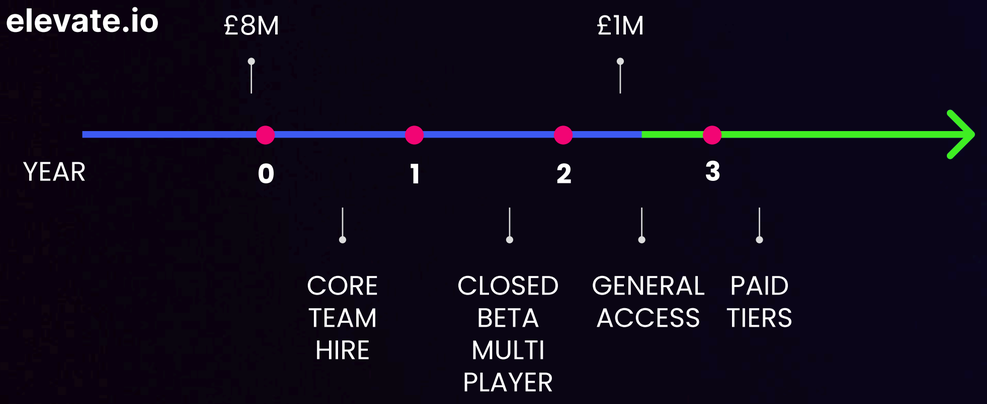
- 18 funding rounds



Figma

- Built in stealth
- $749M

elevate.io



Market Size

The overall value of the Creator Economy is forecast to be $500bn by 2027. The tools and services market is currently worth $20bn growing to over $180bn by 2032

$250bn to $500bn

Creator Economy Market to double in size by 2027

Goldman Sachs 2023

Tools & Services Market Size

Creator Earnings - Benchmark Report 2021

Serviceable Addressable Market

elevate.io is a self service, end to end platform aimed at the adjacent segment of professional teams and monetised content creators.

elevate.io positioning → c.$6.9bn

(Wainhouse Research, 2022)

$6.9bn

Initial serviceable addressable market

Source: Wainhouse Research, 2022

Our First Customers

These two personas will provide the most tangible opportunities at launch, giving us a clear path to market. Although these groups share attributes they allow us to address two distinct markets each with it's own unique opportunities.

Content Creators

Producer / Consumers
Working Together

Examples

- Freelance creators
- Monetised Youtube channels
- Video podcasters

Pro Teams

Creative team members
within brands

Examples

- Corporate video teams
- Creative team members
- News teams / channels

Go to Market 2024

Discovery

Blog/SEO

Organic Social

- Instagram / TikTok
- Reddit / Discord
- LinkedIn / Facebook

Retention

Sufficient Features

Organic Social

- Community

Go to Market 2025 onwards

Discovery

- Blog/SEO
- Paid Search
- Organic Social
  - Instagram / TikTok
  - Reddit / Discord
  - LinkedIn
  - YouTube
- Paid Social
- Influencer
- Partnership

Conversion

- Premium Features
  - Blog
    - Email
    - Social
  - Customer Success
- Enterprise Sales

Retention

- Feature Updates
  - Ecosystem (Marketplace)
  - Organic Social (Community)
- Customer Support

Platform

Marketplace

Create

Manage

Distribute

Create

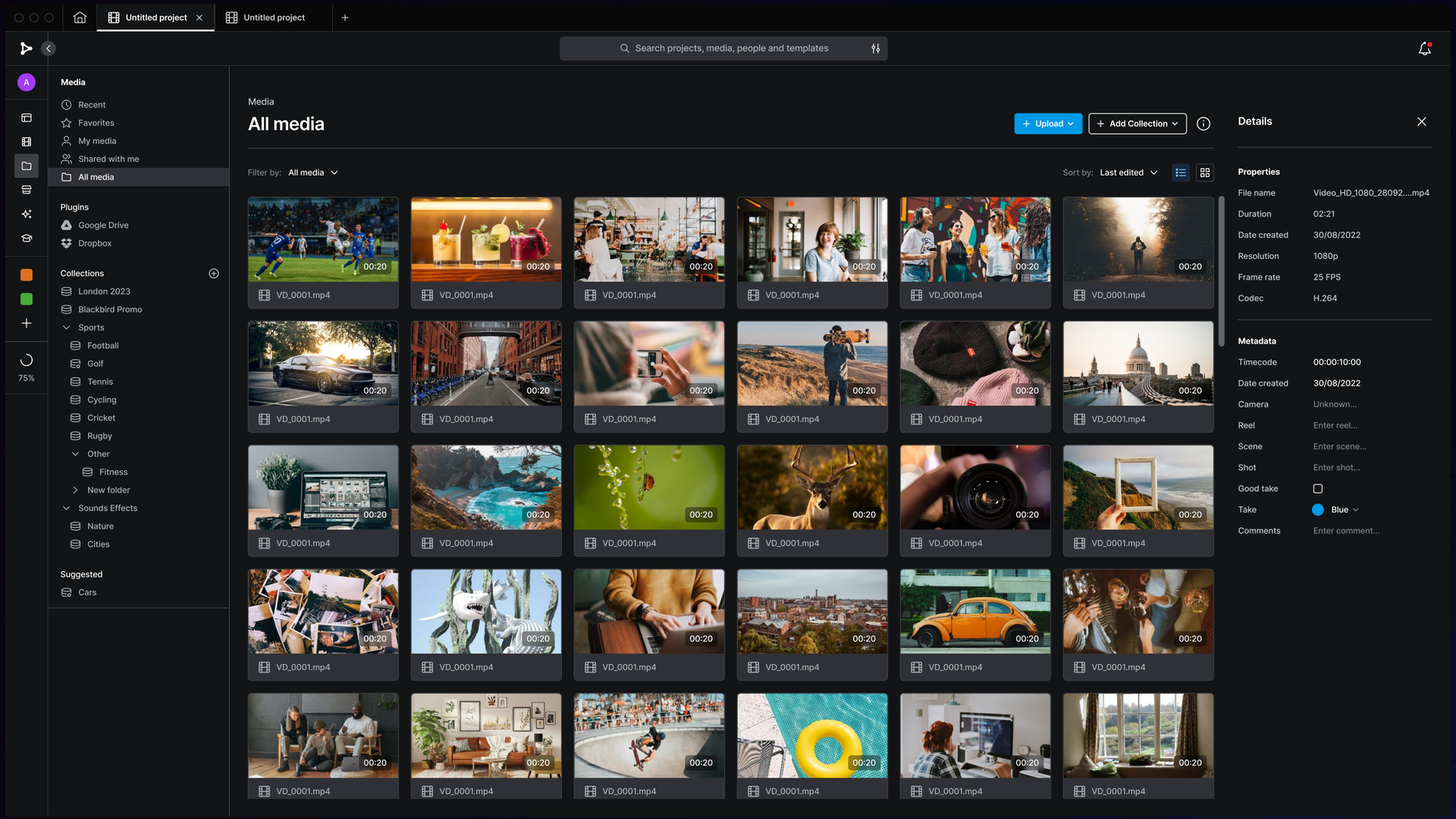
Untitled project
Untitled project
elevate.io
Learn
Video / Untitled project
A
B
C
D
4
Invite
Publish
Project
Media
Effects
This Project
My Clips
All Clips
00:20
VD_0001.mp4
VD_0002.mp4
VD_0003.mp4
+10
2023 Project
AD_0001.wav
VD_0004.mp4
VD_0005.mp4
VD_0006.mp4
100%
50%
00:00:20:00
00:10:00:00
Colour Adjustments
Autopilot
White Balance
White Selector
Temperature
Tint
Lightness
Exposure
Contrast
Highlights
Shadows
Whites
Blacks
Hue & Saturation
Hue
Saturation
Colour Wheels
Highlights
Midtones
Shadows
Sequence 01
Sequence 01
Animate
Fit Vertically
Fit Horizontally
00:00:00:00
V2
V1
A1
A2
VD_0001.mp4
dB
L R

Generators Marketplace

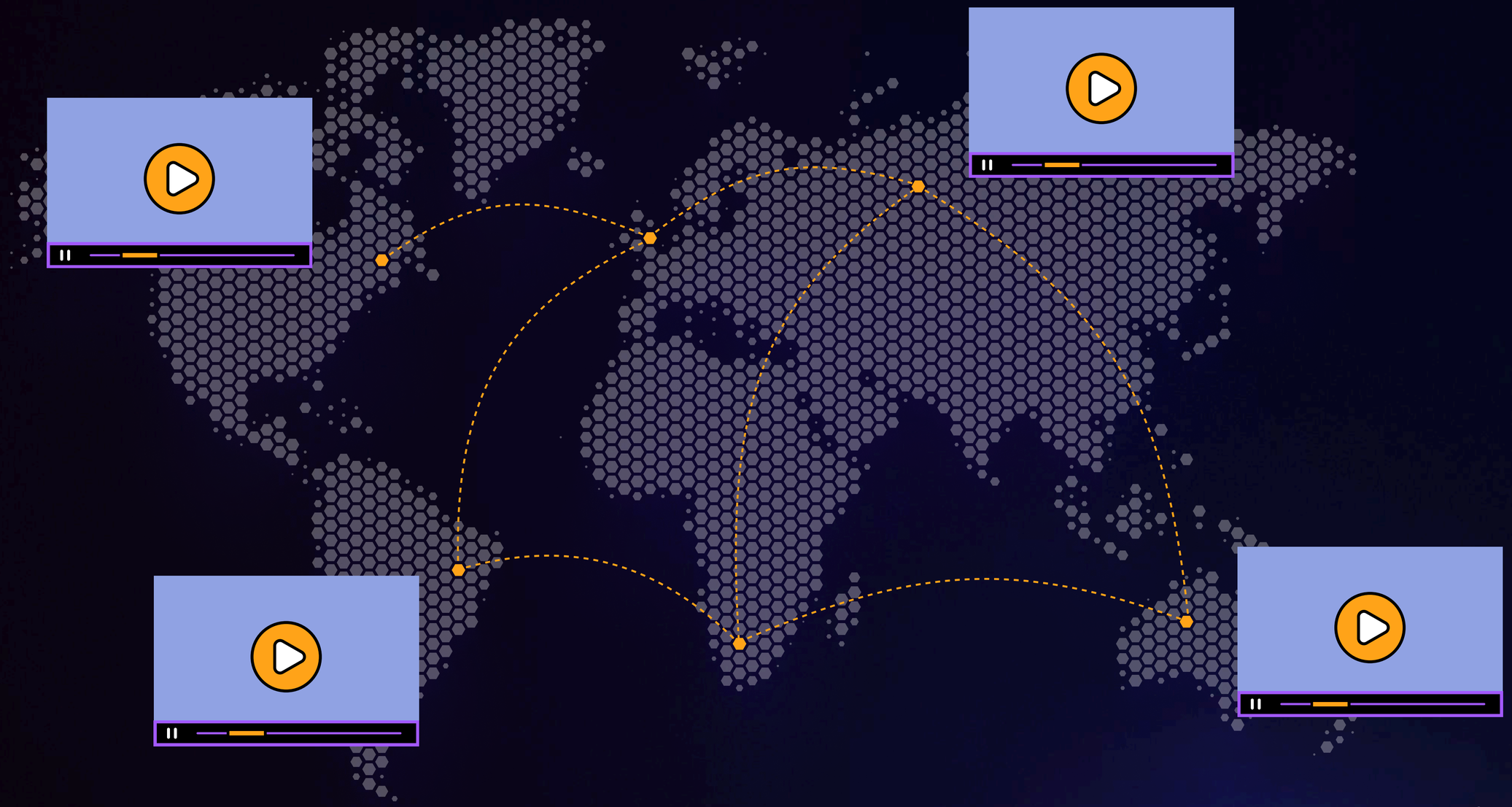
Based on feedback and usage patterns of users on top of what's available to us in the market, we will expand our AI & ML capabilities to deliver more value to users.

- Speaking Avatars
- Face Recognition
- Speech to Text
- Video Generation
- Text to Speech
- Beat Matching

Manage


Untitled project
Untitled project
Search projects, media, people and templates
Media
Recent
Favorites
My media
Shared with me
All media
Plugins
Google Drive
Dropbox
Collections
London 2023
Blackbird Promo
Sports
Football
Golf
Tennis
Cycling
Cricket
Rugby
Other
Fitness
New folder
Sounds Effects
Nature
Cities
Suggested
Cars
75%
Media
All media
Upload
Add Collection
Filter by: All media
Sort by: Last edited
VD_0001.mp4
00:20
Details
Properties
File name Video_HD_1080_28092....mp4
Duration 02:21
Date created 30/08/2022
Resolution 1080p
Frame rate 25 FPS
Codec H.264
Metadata
Timecode 00:00:10:00
Date created 30/08/2022
Camera Unknown...
Reel Enter reel...
Scene Enter scene...
Shot Enter shot...
Good take
Take Blue
Comments Enter comment...

Distribute



Blackbird's Player

Codename: **Spark**

Spark: The Vision

Virality

- Instant publish for Creator convenience
- Engaging viewer experience with fast clipping / resharing

Scalable

- Economies at scale enables powerful client-side features

Monetisation

- Bring new monetisation opportunities to Creators

Spark: Blackbird's Technology Enablers

Leverage Blackbird IP

- Instant publish using Blackbird's FTL®
- Integration with elevate.io

Accelerate Blackbird's new technologies

- Blackbird 10 - HD video
- Buffalo - HQ audio
- VidLib - cloud video infrastructure

A springboard for disruptive innovation

- Fast turnaround experiments with innovation

Spark: Experimental Prototype

Simple player

- UX is both simple and familiar
- Enhanced standard features

elevate.io integration

- Instant publish simplifies sharing content
- Supports elevate.io process: **create** → manage → **distribute**

How

- Clip and/or re-share any Spark video
- Publish with elevate.io

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